

Missouri DECA Handbook

Table of Contents

Introduction.....	1
DECA General Information	
<i>What is DECA?</i>	2
<i>Purpose of DECA</i>	3
<i>DECA Tag Line</i>	4
<i>DECA Colors</i>	4
<i>DECA Emblem</i>	4
<i>DECA Creed</i>	6
<i>Organizational Structure of DECA</i>	7
<i>Ordering DECA Materials</i>	9
Missouri DECA Information	
<i>History of Missouri DECA</i>	10
<i>Missouri DECA Today</i>	12
<i>DECA Organizational Chart</i>	15
<i>Venture Capital Fund</i>	16
Starting a Local Chapter	
<i>How to Start a Local Chapter</i>	19
<i>Suggested Chapter Constitution.</i>	20
<i>Where Do We Go From Here?</i>	23
<i>Managing the Chapter</i>	26
<i>Sample Calendar of Chapter Activities</i>	29
<i>Goals and Ideas for Chapter</i>	31
<i>Suggested Officer Positions and Duties</i>	32
<i>Officer Installation Ceremony</i>	33
<i>Officer Installation Scripts</i>	34
<i>Membership Installation Ceremony</i>	39
<i>Aligning DECA with the Curriculum</i>	44
Fundraising	
<i>Financing a DECA Chapter</i>	48
<i>Missouri DECA State Approved Sales Project</i>	50
<i>Tying Sales Project to the Curriculum</i>	51
DECA as a Public Relations Tool for Your Program	
<i>What is Public Relations</i>	52
<i>Identifying the PR Client</i>	52
<i>Evaluating the PR Client</i>	54
<i>Identifying and Evaluating Target Publics</i>	54
<i>Selecting PR Messages, Goals, and Objectives</i>	56

Table of Contents

<i>Establishing the PR Goals</i>	58
<i>Setting the PR Objectives</i>	60
<i>Selecting PR Media</i>	61
<i>Planning the PR Program</i>	62
<i>Organize People</i>	62
<i>Organize Time</i>	63
<i>Coordinating the PR Program Schedule</i>	63
<i>Planning Special PR Events</i>	63
<i>Getting Permission</i>	64
<i>Evaluating the PR Program</i>	64
<i>Sample PR Letters</i>	66
 DECA Conferences	
<i>District Fall Leadership Conference</i>	71
<i>Fall Leadership and State Officer Election Conference</i>	71
<i>State Officer Leadership Training Conference</i>	72
<i>Central Region Leadership Conference</i>	72
<i>District Career Development Conference</i>	74
<i>State Career Development</i>	74
<i>International Career Development Conference</i>	75
<i>Conference Attendance Criteria</i>	76

Introduction

There are many exciting activities and programs offered by the Missouri Association of DECA. The purpose of this handbook is to describe the activities that take place at the local, state, and national levels so that every member of your chapter can actively participate.

Included in this handbook is general information about the purpose and organizational structure of DECA. The proud history of Missouri DECA is detailed from its inception to the present time. There are descriptions of conferences that are held in Missouri, as well as regional and national events. Current information on state competitive events, scholarship opportunities, and awards is also available.

The success of our state association can be attributed to the programming and opportunities offered at the local level. You will find ideas for local chapter meetings, as well as a sample meeting agenda. A listing of types of DECA activities is included for generating ideas for your own Chapter Program of Activities. Implementation of these activities are a function of the student leadership team. Suggestions of officer positions, duties, an election process, and installation ceremony are included.

This handbook serves as a key resource for the chapter advisor and the student leaders. Naturally, you will wish to take the time to become familiar with the opportunities available to your students and yourself. The materials in this handbook will answer many questions that arise as you successfully implement DECA as a part of your total Marketing and Cooperative Education program. Offering active DECA membership to the participants in your program easily introduces them to opportunities for professional and personal growth.

DECA General Information

What is DECA?

DECA is an association of marketing students. Founded in 1947, it serves high school and post-high school level students enrolled in marketing and cooperative education programs. Originally referred to as the Distributive Education Clubs of America, DECA is integral in providing opportunities for personal and professional development for marketing and management students.

DECA is a non-profit, non-political, non-sectarian vocational student organization. This organization focuses on leadership development, vocational understanding, reinforcement of academic skills and knowledge, civic consciousness, and social intelligence. Students who participate in a well-planned program of DECA activities are more likely to be motivated toward successfully participating in the business arena and to develop self-confidence they need to set and achieve goals.

The Marketing and Cooperative Education teacher-coordinator serves as the adult advisor for the chapter. Management of the chapter provides tremendous learning opportunities for students as they serve as chapter officers and committee members. Through planning, organizing, implementing, and evaluating chapter activities, they gain valuable life and career skills. The local DECA chapter is the showcase for student achievement and serves as the public relations agent for the Marketing and Cooperative Education instructional program

DECA General Information

Purpose of DECA

DECA chapters are to marketing education students what a civic or professional organization is to a group of business leaders. Chapter activities are recognized as an integral part of the total educational program because they develop leadership skills, professional attitudes citizenship characteristics, and social skills.

DECA specifically:

1. develops a respect for education in marketing and management which contributes to vocational competence.
2. promotes understanding and appreciation for the responsibilities of citizenship in our private free enterprise system.
3. develops progressive, competent leadership in the field of marketing and management.
4. provides a thorough study of the opportunities in the field of marketing and management, thereby assisting the student in making an intelligent and meaningful career choice.
5. encourages the use of high ethical standards in business.
6. encourages civic responsibility through professional conferences, chapter activities, school improvement projects, and support of community projects.
7. maintains its own scholarship program to assist its members with higher education costs.
8. promotes competition and offers awards and recognition to members for outstanding accomplishments.
9. fosters social intelligence in members through various social and recreational activities.

DECA General Information

DECA TAG LINE

“Developing Future Leaders for Marketing and Management”

DECA COLORS

The colors of DECA are Blue and Gold. Blue is the color which suggests sincerity and genuineness. It is the color of the heavens above us. It encourages us to reach ever upward, continually trying to improve ourselves and our services. It suggests that we should be true to ourselves.

Gold suggests the crowning success which comes to one who lives usefully and wisely. We are all seekers after success, not only because of the wealth it brings, but mainly because of the satisfaction which attends it.

DECA EMBLEM

The national emblem of DECA is attractive, significant, and meaningful. This emblem is a diamond-shaped symbol with lines extending from the diamond. These lines signify action which is essential in the constantly changing world of marketing and management. “DECA” is emblazoned over these lines and the descriptive line, “An Association of Marketing Students” identifies the membership of DECA. The emblem is representative of the close cooperation among the school, parents, students and businesses in preparing for a well-rounded education basic for success in a career in marketing and management.

DECA General Information_____

The four points of the DECA diamond symbolize:

VOCATIONAL UNDERSTANDING

The student acquires a firsthand knowledge of marketing and management and the opportunities available in a chosen career. This preparation allows the student to competently and confidently enter the world of business.

CIVIC CONSCIOUSNESS

Through both class and chapter activities, the student learns to recognize obligations to the local community, thereby creating a sense of responsible citizenship.

SOCIAL INTELLIGENCE

Through DECA social events, the student is given an opportunity to participate in many activities designed to develop poise and social skills necessary in the business environment and in daily life.

LEADERSHIP DEVELOPMENT

Through DECA activities, the student is given an opportunity to participate in local, state and national activities designed to develop leadership skills.

Diamond in design and gold in appearance, the DECA emblem symbolizes those intrinsic values one must possess to become a leader in marketing and management.



The DECA Creed

I Believe in the future which I am planning for myself in the field of marketing and management and in the opportunities that my vocation offers.

I Believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my God - that by so doing, I will be rewarded with personal satisfaction and material wealth.

I Believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation - that these philosophies allow for the fullest development of my individual abilities.

I Believe that by doing my best to live according to these high principles, I will be of greater service to both myself and to mankind.

DECA General Information

Organizational Structure of DECA

Chapter Level

- Marketing Education students and Cooperative Education students make up the school chapter of DECA.
- Chapters elect student officers for local leadership positions.
- Chapter members participate in school and community-based projects.

State Association Level

- Chapter members join the State Association of DECA.
- Representatives of local chapters (students and advisors) provide recommendations for the State Association of DECA.
- Chapter members run for state office at an annual election conference. State Officers provide leadership for the organization.
- One or more designated individuals serve as the State Advisor(s) of the Missouri Association of DECA. They provide leadership and coordination of state level activities and programs.
- Outstanding chapter members represent their chapters in state-sponsored activities, competitive events, and leadership/career development events.

National Association Level

- Local chapter and state association members join National DECA.
- Representatives of State Associations provide recommendations regarding National DECA activities.
- Members of the Board of Directors are elected from DECA, Inc. for a three-year term of office. The Board sets policies and guidelines and adopts a long-range plan for DECA's development and growth.

DECA General Information

- The Executive Director of DECA, Inc. receives direction from the Board of Directors.
- All other national staff are employed by and responsible to the Executive Director.
- Outstanding state members represent their State Association at the annual National DECA Career Development Conference.
- National officers, elected by voting delegates from the State Associations, serve as the elected student leaders of National DECA.

DECA, Incorporated - the term “DECA, Incorporated” refers to the adult group responsible for the student program “DECA.” Its members consist of those adults who have been designated by the State Association, in those states, territories, or chartered units affiliated with the student program. The primary purpose of DECA, Inc. is to serve as the sponsoring agent for the student program known as the “Distributive Education Clubs of America” or “DECA.” The Articles of Incorporation are the governing rules by which this adult group operates. A copy of the Articles of Incorporation and its Bylaws is available from National DECA, 1908 Association Drive, Reston, VA 20191.

Board of Directors - the DECA Board of Directors is composed of nine members elected or appointed by DECA, Incorporated to set policy for National DECA.

National Advisory Board (NAB) - the National Advisory Board consists of business representatives of donor companies who lend financial support to DECA. NAB members serve in an advisory capacity to DECA, Inc.

DECA General Information

Ordering DECA Materials

Each fall, chapters receive the **DECA Guide** from National DECA. The **DECA Guide**, a key resource for DECA Chapter Advisors and members, is divided into two sections:

DECA Images offers categories of specialized items for purchase:

- Student Training Guides for the Individual Series Events
- Mock Series Handbook
- Comprehensive Exams for Individual Series Events
- Competitive Events Preparation Materials
- National Written Event Winners' Manuals
- Chapter Materials
- Leadership Materials
- Recruitment Aids
- DECA Jewelry
- DECA Stickers, Labels, Decals
- DECA Banner
- DECA Notebooks, Stationary, Notecards, Pens and Pencils
- DECA Blazers, Jackets, Sweaters, Sweatshirts, T-shirts, etc.
- DECA Trophies, Plaques, Medallions, Ribbons, Awards, etc.

DECA Competitive Event Guidelines provides rules, regulations, and guidelines for the year's competitive events program. Details are provided on companies sponsoring competitive events and the national stock and cash awards available for top winners.

Address: National DECA
 1908 Association Drive
 Reston, VA 20191-1594
 (703) 860-4013

History of Missouri DECA

The founding of the Missouri Association of DECA is an interesting study in the vision and dedication of its earliest leaders. Without their foresight, the State Association would not have developed and achieved its successful reputation.

The history of Missouri DECA may be compared to the tributaries of a river combining into a larger stream. One of these beginnings was a small group of local chapters that held state meetings as early as 1944. These local chapters of DECA were small in number because the creation of Marketing and Distributive Education as a vocationally financed program from the federal level was in its infancy. The other branch that joined the Missouri Association of DECA in the early 1960's was comprised of students in the Cooperative Occupational Education Clubs of Missouri. The Missouri Association of DECA was a charter state in the organization of National DECA in 1948. The local chapters in Missouri DECA numbered under 12 from 1946 until 1960. The COE programs in the state comprised a larger number of programs at that time. Prior to 1955, the COE Clubs of Missouri were known as Diversified Occupations Clubs.

In 1961, the Missouri Department of Elementary and Secondary Education employed Lester B. Kesterson to serve as the State Director of both the high school Marketing and Distributive Education programs and the Cooperative Occupational Education programs. This automatically made him the State Advisor

Missouri DECA Information

for both the Missouri Association of DECA and the Missouri COE Clubs. It was agreed among the coordinators that the two groups could function far more effectively as a joint organization. They immediately began to hold joint state conferences in 1961.

This made possible the rapid growth of Missouri DECA. Members were permitted to participate in the DECA competitive events, be elected to State Office, and serve as delegates to the National DECA conferences. The result was that membership in Missouri DECA grew from approximately 600 members in 1960 to over 5,000 in 1982.

Missouri DECA Information

Missouri DECA Today

The local DECA chapters in Missouri are combined to form the Missouri Association of DECA. In addition to its function of providing service to the local DECA chapters, the State Officers and State Advisors serve as a liaison between the chapters and national DECA. The needs and concerns of the state are conveyed to the national leaders.

Missouri DECA operates much like our democratic system of government. We have elected State Officers who carry out the wishes of local DECA members and provide leadership in Missouri DECA activities. Not only do our State Officers represent us, they also serve to provide information from National DECA to each chapter in Missouri - quite a challenge!

Currently, there are more than 6,000 DECA members in Missouri. That number is expected to increase as more students are concerned about developing the essential skills needed in the workplace today. Marketing Education, Cooperative Education, and DECA provide many opportunities which are both exciting and educational and benefit students well into their futures.

Adult leadership is provided to this organization by the chapter advisors and the State Advisor. Employed by the Missouri Department of Elementary and Secondary Education, the State Advisor is responsible for all Marketing and Cooperative Education

Missouri DECA Information

programs in Missouri and serves to provide leadership for the Missouri Association of DECA.

In 1976, National DECA completed its headquarters building in Reston, Virginia. DECA members throughout the country contributed to the National Headquarters. Missourians contributed \$10,000 to the effort and were recognized with a Missouri Room inside the DECA Center. The money was obtained primarily through individual and chapter donations. A portion of the funds from the state-approved sales project was also used to raise the funds. Assuredly, Missouri DECA members can be proud of our continuing support of our organization.

An illustration is provided showing Missouri DECA and its relationship to the local, regional, and national levels. The tremendous number of DECA members has made it necessary to have these levels of organization to provide coordination of activities, quality conferences, and leadership opportunities for DECA members.

As a DECA member, you are a part of the local chartered chapter within your comprehensive high school or area vocational technical school. This is the first organizational level of DECA in Missouri.

The next step in the organization is your DECA district. At the present time, Missouri is divided geographically into 12 districts. The number of

members

Missouri DECA Information

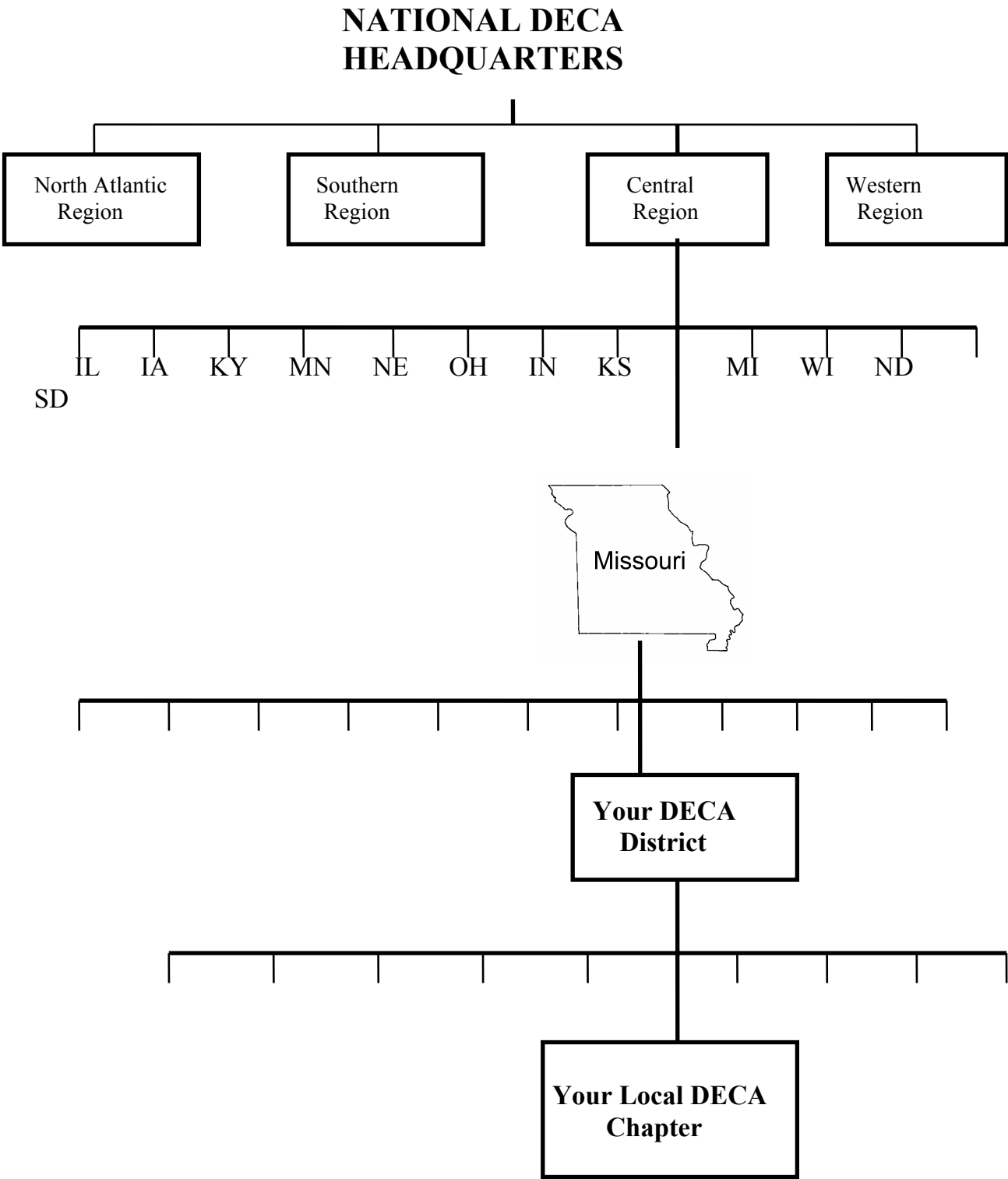
and chapters vary within each district. This division is the first level of competition in Missouri DECA.

The Missouri Association of DECA is comprised of the 12 DECA districts mentioned earlier, which are made up of local DECA chapters. At the present time, Missouri DECA has approximately (1) 135 local DECA chapters, (2) 12 DECA districts and (3) approximately 6,000 high school DECA members.

Missouri DECA is one of the 13 state associations which makes up the Central Region of DECA. The United States is divided into four regions. These four regions are then combined to make up the National Association of DECA. National DECA includes all fifty states, Puerto Rico, the District of Columbia, Guam, the Virgin Islands, and Canada. DECA's national membership is approximately 160,000 young men, women, and advisors. As a member of your local DECA chapter, you are also entitled to membership benefits as a member of:

- (1) Your Missouri DECA District
- (2) Missouri Association of DECA
- (3) Central Region of DECA
- (4) National Association of DECA

Missouri DECA Information _____



Missouri DECA Information

MISSOURI DECA VENTURE CAPITAL FUND

WHAT

Funding is being made available to provide loans for business start-up costs.

WHO

All Missouri DECA Chapters.

WHY

In an effort to encourage entrepreneurial activities in Missouri DECA chapters.

WHEN

Proposals may be submitted at any time during the year to:

**Missouri DECA
Venture Capital Fund Committee
DESE
P.O. Box 480
Jefferson City, MO 65102**

HOW

Individual chapters may apply for this loan by submitting a business plan following the enclosed guidelines. Projects may be an innovation that has a specific beginning and ending date or may be an ongoing activity from year to year.

Venture capital will be granted to qualified chapters based on the feasibility of the idea, the thoroughness of planning, and the ability to repay the loan. The number of loans and amount of each will be based on available funds in the Venture Capital Account. Chapters receiving funding will be responsible for payment of the loan within one year of the award date. There will be no interest charged on the loan amount.

Missouri DECA Information

GUIDELINES FOR THE PROPOSAL

All proposals are limited to 10 pages. A page will consist of one sheet of paper (8 ½" x 11") containing typed material presented on one side. Handwritten corrections are unacceptable. The title page and table of contents are considered part of the 10 page maximum (each page should be numbered). Proposals must be submitted in a DECA folio, binder, or 3 ring notebook.

Title Page: The first page of the proposal is the title page and will include the following:

VENTURE CAPITAL FUND LOAN REQUEST
Title of Project (i.e., Adventures in Retailing)
Name of DECA Chapter
Name of School
School Address
City/State/Zip
Name(s) of student chairperson(s)
Date
Signatures of Chapter Advisor and Administrator

Table of Contents: The table of contents should follow the title page. It must list every heading of every section in the proposal and the page on which that section starts.

Body of the Proposal: The body of the proposal follows the outline. Include the answers to each question listed within each section in the following sequence.

I. Description of the Business

- a. What type of business are you planning?
- b. What products or services will you sell?
- c. What type of opportunity is it (new, part-time, expansion, seasonal, year-round)?
- d. Why will this business be successful?

II. Marketing Plan

- a. Who are your potential customers?
- b. How will you attract and keep them?
- c. Who are your competitors? How are their businesses performing?

- d. How will you promote sales?

Missouri DECA Information

- e. Who will be your main suppliers? Why?
- f. Where will the business be located?
- g. What factors will influence your choice of location?
- h. What features will your location have?

III. Organization Plan

- a. Who will manage the business?
- b. How many employees will you need and what are their responsibilities?
- c. What are the plans for employee benefits, training, and supervision of employees?
- d. How will you manage finances and record keeping?
- e. Who will you consult as advisors for your business and why?
- f. What licenses and/or permits will you need?

IV. Financial Plan

- a. What is the cost to open the business and sustain it for the year/period?
- b. What is your total estimated business income for each month of the first year/period?
- c. What will be your monthly cash flow during the first year/period?
- d. What will be the capital value of your equipment?
- e. What will be your total financial need?
- f. What will be your potential funding sources?
- g. How will you use your money from lenders/investors?
- h. How and when will you repay this loan, if granted?

Source: M. Catherine Ashmore and Sandra G. Pritz, comp., “Developing the Business Plan”, Level 2, Research and Development Series no. 240 BB 3, Program for Acquiring Competence in Entrepreneurship (PACE), Revised (Columbus: The National Center for Research in Vocational Education, The Ohio State University, 1982), 167.

Starting a Local Chapter

How to Start a Local DECA Chapter

In order for you to get your new DECA chapter started, there are a few things that you need to do to be recognized as an official DECA chapter. First, using the sample constitution provided in this section, create your own local constitution. Mail a typed copy of your constitution to Missouri DECA, P.O. Box 480, Jefferson City, MO 65102. You will then receive a Missouri DECA Charter and a current DECA Chapter Packet.

After receiving your charter and packet, fill out the DECA roster and collect DECA dues. The amount of the national and state dues can be obtained by contacting the Missouri State DECA Advisor. Chapter advisors and interested administrators and business leaders should participate as paid Professional Division members of DECA.

Mail the total amount of dues (national and state) to the Missouri DECA State Advisor by November 1. You will then be a legally chartered DECA chapter, ready for a great year of active participation!

Starting a Local Chapter _____

Suggested Chapter Constitution

Constitution of the (School Name) Chapter Missouri Association of the Distributive Education Clubs of America

Article I – Name

Section 1. The official name of this organization shall be “(School Name) Chapter of the Missouri Association of Distributive Education Clubs of America” and may be referred to as “(School Name) DECA Chapter.”

Article II – Purposes

Section 1. To assist our members in the growth and development of DECA.

Section 2. To develop a respect for education in marketing and management which will contribute to occupational competence.

Section 3. To promote understanding and appreciation for the responsibilities of citizenship in our free competitive enterprise system.

Article III – Organization

Section 1. The (School Name) DECA Chapter, Missouri State Association of Distributive Education Clubs of America, is an organization of students enrolled in Marketing Education or Cooperative Education classes.

Article IV – Membership

Section 1. The (School Name) DECA Chapter may be chartered a member of the Missouri State DECA Association upon approval of the Missouri State DECA Executive Committee.

Section 2. The classes of membership are:

High School Members: Shall be students enrolled in the school programs of Marketing Education or Cooperative Education. Members must pay dues, as established by Missouri State DECA and National DECA, and will be eligible to hold DECA offices, participate in DECA activities, serve as voting delegates, or to

Starting a Local Chapter

otherwise represent Missouri in National DECA affairs of the High School Division only as approved by Missouri State DECA.

Alumni Members: Shall be former students of Marketing Education or Cooperative Education and/or former members of DECA, as provided for by the Missouri State Association for membership in the Alumni Division.

Professional Members: Shall be persons associated with or participating in the professional development of DECA, as approved by the Missouri State Association of DECA. Such persons will pay dues, as established by the Missouri State Association, and may include such persons as Marketing Education and Cooperative Education teacher-coordinators, Marketing Education and Cooperative Education teacher-educators, Marketing Education and Cooperative Education supervisors, employers, parents of DECA members, advisory committee members, school administrators, teachers, and others willing to contribute to the growth and development of DECA.

Honorary Life Members: (School Name) DECA Chapter Honorary Life Membership may be extended to any individual making a contribution in the field of marketing and management or to a Missouri DECA Chapter, with the approval of the DECA Chapter Advisor.

Article V – Voting

Section 1. (School Name) DECA Chapter members shall exercise franchise in Missouri State DECA through voting delegates, as may be approved by the Missouri State Association of DECA.

Article VI – Meetings

Section 1. Regular meetings shall be held at least once each month during the school year.

Section 2. Parliamentary procedure of all meetings will be governed by Robert's Rules of Order, Newly Revised.

Article VII – Officers

Section 1. The officers of the (School Name) DECA Chapter shall consist of a President, vice-president, Secretary, Treasurer, Reporter, and Parliamentarian, and each shall exercise the usual duties of the office to which he/she has been elected.

Starting a Local Chapter

Section 2. The officers of the (School Name) DECA Chapter shall be nominated and elected by ballot at the first regular meeting of each school year. A majority vote of the high school members present shall be necessary to elect.

Article VIII – Advisors

Section 1. The (School Name) DECA Chapter Advisor(s) shall be the Marketing Education or Cooperative Education teacher(s) of the (School Name) ME or COE program.

Article IX – Finances

Section 1. (School Name) DECA Chapter will be responsible for state and national DECA dues, according to the number of individual members claimed in each membership classification, multiplied by the amount established for that classification.

Section 2. The (School Name) DECA Chapter Advisor shall be responsible for the DECA Chapter finances.

Article X – Emblem and Colors

Section 1. The emblem of (School Name) DECA Chapter shall be a diamond-shaped design, as described and protected from infringement by Patent No. 663.265, as filed with the U.S. Patent Office. The wearing and use of this emblem will be governed by National DECA.

Section 2. The colors of the (School Name) DECA Chapter shall be blue and gold.

Article XI – Amendments

Section 1. To amend this constitution, the proposed amendments must be presented, in writing, by a DECA member to the President. The President will present the amendment to the membership, where it must be approved by a three-fourths majority vote for adoption.

Article XII – Rules, Regulations, and Bylaws

Section 1. Such rules, regulations, and bylaws as are deemed necessary for the proper conduct of this organization shall be adopted.

Section 2. No rules, regulations, or bylaws shall be adopted which are contrary to this constitution.

Section 3. In all meetings, Robert's Rules of Order, Newly Revised shall serve as standard procedure.

Starting a Local Chapter

Where Do We Go From Here?

Recognizing the value and importance of a vocational student organization is very important. Now is the time to get started. Let's examine how to form a DECA chapter.

Understand Your Role as a Chapter Advisor

The success of the DECA chapter begins with you, the chapter advisor. The chapter's program of activities should be student-created and student-directed. However, it is essential that the students have the counsel of an adult advisor in planning their activities. You should provide guidance and counsel to the chapter members, develop the interest and support of adults, and assume responsibility for the total chapter program. To do this, you will need to assume the roles of counselor, communicator, and leader.

Counselor: Your first concern as a chapter advisor should be the educational development of the individual student chapter members. As a counselor, you should permit students to conduct their own program of activities. However, you must also realize that the typical young person may lack sufficient maturity to organize and carry out a chapter program of activities. It is your responsibility to sense when assistance is needed, stimulate student participation, and channel student efforts into activities that have educational benefits.

Communicator: The breadth and scope of the marketing and cooperative education programs involves many adults who are interested in the development of individual students. They include school officials, teachers, training sponsors, business and community leaders, and parents. If you seek the advice, assistance, and participation of these individuals, your chapter will be more successful.

Starting a Local Chapter

Leader: The chapter advisor is the adult leader in the chapter. Various activities may be the responsibility of chapter officers who, in turn, delegate these responsibilities of student members. It is, however, the responsibility of the chapter advisor to see that all activities are conducted within educational objectives, and that the welfare of all participating students is protected.

Educate Yourself!

- Review this Missouri DECA Handbook and other materials available through DECA Images.
- Communicate with your District Advisor, District Competitive Events Director, State Advisor, or national DECA Staff and request assistance.
- Attend a New Advisors In-service.

Get Organized

- Develop a personal philosophy which identifies your beliefs about the purpose of this organization, the role and responsibilities of the chapter advisor, and the role and responsibilities of student members.
- Schedule a meeting with your administration to discuss the purposes, philosophy, and positive benefits of a vocational student organization. In general, administrators will want to know:
 - * “What steps will have to be taken to establish the chapter?”
 - * “What facilities will be used and how?”
 - * “What time will be required of the teacher?”
 - * “What will be the extent of the activities?”
 - * “What will be the involvement of people outside the school?”
 - * “How do you intend to finance activities?”

Sell DECA to Your Students

A successful DECA chapter requires knowledgeable and motivated members. Using a positive attitude and adequate time during class, convey to students the importance of the organization and its activities. If possible, invite the

Starting a Local Chapter

officers from an existing chapter to speak at your school. Use videos, visuals, and pictures to illustrate the “fun” of DECA.

Communicating with parents often serves to promote student interest. Parents want schools to provide the best education possible for their children. Explain to parents how the youth organization can benefit their sons and daughters. Then, make an effort to keep them updated about the plans and accomplishments of the chapter.

Form the Chapter

- Conduct an organizational meeting. While interest is high, hold a meeting which is impressive and has an impact on the students.
- Orient students to the organization. Involve students in activities that bring immediate returns.
- Develop a chapter constitution/by-laws, and submit it to the State Advisor and the activity director of your school.
- Send your state and national membership dues and roster to Missouri DECA, P.O. Box 480, Jefferson City, MO 65102 by the established deadline date.

If you are starting to feel a bit overwhelmed, please refer to the DECA Directory located in this Missouri DECA Guide. The names and addresses of knowledgeable and helpful individuals provide you with invaluable resources. The important thing is that the decision to use DECA as a valuable part of your instructional program will pay big dividends for you and your students!

Starting a Local Chapter

Managing the Chapter

Making the decision to form a DECA chapter is critical. Just as critical is the commitment which you make to managing your new organization. The management process will involve several ongoing activities, promoting the organization, and evaluating the year's activities.

Chapter Officers

Effective student leadership is essential to the success of your DECA chapter. If an organization is to grow, both the advisor and the members should recognize the importance of choosing officers who can handle their responsibilities effectively. It is important to avoid an election process which resembles a popularity contest in which officers are elected with little or no consideration given to leadership characteristics. As an advisor, how can you lay the groundwork for the wise selection of officers while providing students with the opportunity to participate in a democratic process?

Take time in class to study and discuss characteristics of leadership and how these can be developed. Have students study and discuss the qualifications and specific responsibilities of the various offices recommended.

The actual election of officers should take place at a regularly scheduled meeting. Each member should be made aware of his/her responsibility to vote in a serious manner.

Starting a Local Chapter

Program of Activities

Planning a program of activities is a vital step in the successful operation of a DECA chapter. Written in outline form, the program of activities should represent the combined thinking of a majority of the members and should be clearly stated and understood by the members. For assistance in developing your chapter's program of activities, you can refer to the sample calendar of activities in this handbook. In general, you will find that chapter activities and projects may be classified into five areas: professional, financial, civic, service, and social.

Examples of activities which fall into each category are as follows:

- **Professional:** To gain a deeper understanding of the field of marketing and management. Professional activities would include inviting outside speakers to chapter meetings; taking field trips to reinforce marketing concepts taught in the classroom; participating in business-sponsored internships; participating in marketing research projects; and participating in district, state, or national DECA conferences.
- **Financial:** To support other chapter activities, such as field trips; donations to service organizations; employer/employee appreciation banquets; and travel and/or lodging to the district, state, or national DECA conferences.
- **Civic:** To become involved in the student organization's civic responsibilities to the school and the community. Civic activities might include presentations to civic groups, assisting with community education projects, etc.
- **Service:** To participate in projects intended to benefit the school, community or the country. Service activities might include donating time or money to recognized, approved, local, state or national service organizations or participating in school and community projects.
- **Social:** To build social skills through participation in social and public relations-based activities. These might include DECA-sponsored school assemblies, newspaper articles, television appearances and radio interviews, employer/employee appreciation banquets, open houses, parent appreciation gatherings, etc.

Starting a Local Chapter

Some of the steps which chapters may utilize in preparing a program of activities include:

- Review as a total chapter the goals and objectives of your organization.
- Brainstorm a list of possible activities for each objective area. Decide on two or three activities that will definitely be included.
- Select a program of activities committee with sub-committees for each objective area. It should be the duty of this committee to study the suggestions already offered and set up a tentative program of activities, including the goals, objectives, activities, time-line, responsibility, cost, and evaluation procedures.
- Have the committees report back to the chapter.
- Put the total program of activities into writing.
- Secure the members' acceptance of the program by adopting the program in a regularly scheduled meeting.
- Present the program of activities to the proper school authorities and make any changes which may be necessary to secure approval.
- Appoint permanent committees to be responsible for each major activity, assign duties to the members, and get to work!

Missouri DECA offers a state-wide competition named the “Chapter Program of Activities.” This even serves as a further assistance in structuring your own POA. Additionally, it is an excellent potential opportunity for representation at the annual State Career Development Conference. See the section of this Missouri DECA Handbook entitled “Competitive Events Program” for specific guidelines.

Starting a Local Chapter

Sample Calendar of DECA Chapter Activities

September	DECA Orientation Screening and Nominating Committee interviews of candidates Meet the Candidates Night (social for candidates to meet delegates) Election of New Officers Officer and Membership Installation Dinner (new officers, members, parents, administrators, etc.) DECA Open House – Initiate a DECA Boosters Organization Fundraising Project
October	Leadership Training for Local Officers DECA Yard Sale State Officer Election and Leadership Conference (send candidates and voting delegates) News Release (publicity) DECA Update Luncheon for Counselors State Officer Training Conference DECA Chapter Advisory Committee (assist with written and chapter competitive events)
November	Marketing Field Trip Members speak to a civic or trade organization Central Region Leadership Conference Thanksgiving project for needy families
December	DECA Christmas store News Release DECA Christmas toy drive DECA Christmas party
January	“Ask Me About Marketing Education” Day Inventory for a Local Department Store Refreshment Sales at a School Function District Career Development Conference News Release
February	Promotion of National DECA Week Entrepreneurship Day (shadowing of area entrepreneurs)

Starting a Local Chapter

	News Release Business Forum (panel of business experts discussing marketing/management issues) Valentine's Day Sucker and Message sale
March	Presentation to a local civic group Mall Takeover Day (shadowing at the retail management level) State Career Development Conference News Release
April	Community or school beautification project Career seminar National Career Development Conference Chapter picnic
May	Employer Appreciation Banquet Plan Alumni Activities Evaluation of Year's Activities Senior Roast (social activity to recognize graduating members)

Goals and Ideas for Chapter Meetings

Time and Place of Chapter Meetings

The time of day and place in which chapter meetings can be held varies according to the schedule of the students and advisors, transportation, facilities, and the distance members must travel to reach their training stations and their homes. An attempt should be made to hold a regular chapter meeting at least once per month. These meetings could be held before or after school, at school or at a locally designated place, such as a restaurant. Many chapters devote a class period or portion thereof on a weekly basis for the transaction of DECA business. It is important to be able to verify how this use of instructional time supports the achievement of identified competencies. Some schools have an “activity period” built into their schedule on a regular basis.

Goals for Chapter Meetings

1. To plan various activities outlined in the Program of Activities.
2. To set up committees to implement various projects.
3. To discuss pertinent issues, opportunities, and challenges.
4. To provide leadership, direction, and motivation for members.
5. To provide professional development activities for members.

Sample Agenda for a Chapter Meeting

- I. Call meeting to order
- II. Roll call of members present
- III. Approval of last meeting’s minutes
- IV. Officers’ Reports
- V. Unfinished Business
- VI. New Business
- VII. Program Speaker
- VIII. Announcements
- IX. Adjournment.

Starting a Local Chapter

Suggested Officer Positions and Duties

PRESIDENT:	Presides over and conducts meetings according to accepted parliamentary procedure. Keeps members and discussion on track. Appoints committees and serves as ex-officio member. Represents the chapter at special school events and to other organizations. Coordinates chapter activities by keeping in close touch with the other officers, the membership, and the advisor. Keeps chapter work moving in a satisfactory manner by following up on progress being made on all activities. Calls special meetings, as needed.
VICE-PRESIDENT	Assists the President in the discharge of duties. Presides at meetings in the absence of the President. Is prepared to assume the duties and responsibilities of the President, should the need arise. Serves as ex-Officio member on chapter committees. Oversees all committee work and management of assignments.
SECRETARY: issues meetings.	Prepares and reads the minutes of meetings. Provides the President with an agenda for each meeting. Counts and records votes, when taken. Prepares chapter reports. Keeps permanent records of the chapter. Cooperates with the Treasurer in keeping an accurate member roll and membership cards. Reads communications at
REPORTER:	Develops media lists for chapter mailings. Gathers and classifies chapter news. Prepares news releases and articles for publication in school and local newspaper(s). Acquaints local media personnel with aims and purposes of the organization. Files clipping and pictures of chapter activities and keeps a chapter publicity scrapbook. Assists in maintaining a chapter bulletin board. Assists with planning and arranging of chapter exhibits. Prepares and collects news and feature stories of chapter activities for <i>DECA Dimensions</i> and other publications.
TREASURER: estimated	Keeps financial records neat and current. Devises, with the assistance of the membership and the advisor, appropriate fundraising activities. Encourages membership to pay DECA dues. Assists in preparing an annual statement of receipts and expenditures.

Officer Installation Ceremony

Once your local officers have been elected, they should be installed. The installation ceremony could take place at one of your regularly scheduled monthly meetings or as a separate program. This ceremony allows the entire membership to get acquainted with the newly elected officers and it adds seriousness and professionalism to the challenge of being an officer.

The following ceremony and scripts are suggested to help you plan your ceremony. This impressive ceremony can be adapted to fit the time and setting for your event.

Staging: In the center of the stage, place a table with four lighted candles upon it in diamond-shaped formation to represent the DECA diamond. If possible, use a floral centerpiece in DECA's colors of blue and gold. Display your DECA banner prominently, either in the background or across the front of the table. If your chapter does not have a banner, be sure some method is used to display the chapter colors prominently. Place the American flag in the proper place on the platform.

If the platform is small, place only enough chairs on it for the outgoing officers. The incoming officers can then be seated in the first row of the auditorium - ready to take their places upon the platform at the proper time. However, if the platform is large enough to accommodate them, the outgoing officers should sit on the right side of the stage (from audience viewpoint), with the incoming officers on the left and opposite their corresponding officers.

Officers should sit from left to right in this order: President, vice-president, Secretary, Treasurer, Reporter, and Parliamentarian.

Music: If at all possible, it is very effective to have taped or live patriotic music playing as officers file up on the platform. This may be played softly at both the beginning and ending of the ceremony.

Installation Ceremony Scripts

The outgoing President (or emcee) speaks first:

FELLOW MEMBERS OF DECA, IT IS MY PLEASURE AT THIS TIME TO PRESENT YOUR NEW OFFICERS - DULY ELECTED AND ENTRUSTED WITH THE ADMINISTRATION OF THIS ORGANIZATION DURING THE COMING YEAR. WILL EACH OF OUR INCOMING OFFICERS PLEASE STAND WHEN CALLED UPON AND FACE YOUR PREDECESSOR FOR INDUCTION INTO OFFICE.

PRESIDENT

WILL _____ PLEASE COME FORWARD?
(Officer Name)

YOU _____ HAVE BEEN CHOSEN BY YOUR
(Officer Name)

LOCAL CHAPTER MEMBERS TO LEAD THIS ORGANIZATION FOR THE COMING YEAR. AS PRESIDENT, YOU ARE ENTRUSTED WITH THE ADMINISTRATION OF THIS CHAPTER AND THE MEMBERS LOOK TO YOU FOR LEADERSHIP IN ALL DECA ACTIVITIES; YOU WILL PRESIDE OVER ALL MEETINGS AND BE RESPONSIBLE FOR THE CHAPTER'S PROGRESS DURING THE COMING YEAR. YOU WILL DIRECT THE DEVELOPMENT OF THE LOCAL CHAPTER PROGRAM OF WORK AND WILL WORK COOPERATIVELY WITH YOUR CHAPTER ADVISOR AND CHAPTER MEMBERS ON ALL ACTIVITIES. IT IS OUR RESPONSIBILITY TO SUPERVISE YOUR CHAPTER OFFICERS AND TO REPRESENT YOUR CHAPTER AT LOCAL AND DISTRICT DECA MEETINGS. IF YOU ARE WILLING TO ACCEPT THESE RESPONSIBILITIES, PLEASE RAISE YOUR RIGHT HAND AND REPEAT AFTER ME: "I UNDERSTAND FULLY THE HONOR AND RESPONSIBILITIES WHICH HAVE COME TO ME AS PRESIDENT OF THE _____ CHAPTER OF DECA AND DO SOLEMNLY _____ (School Name) AND SINCERELY PROMISE TO ACCEPT THESE RESPONSIBILITIES.

Starting a Local Chapter

VICE-PRESIDENT

WILL _____ PLEASE COME FORWARD.
(Officer Name)

YOU _____ HAVE BEEN CHOSEN AS VICE-PRESIDENT OF
(Officer Name)
_____ DECA BY YOUR FELLOW MEMBERS AND
ARE
(School Name)

RESPONSIBLE TO ASSUME THE LEADERSHIP OF THIS ORGANIZATION IN THE PRESIDENT'S ABSENCE, TO ASSIST THE PRESIDENT WHENEVER REQUIRED, AND TO SERVE AS A CHAIRPERSON OF ALL MEETINGS OF THIS CHAPTER IN THE ABSENCE OF THE PRESIDENT. IN ADDITION, YOU WILL SERVE AS CO-CHAIRPERSON OF ALL CHAPTER COMMITTEES AND REPORT PROGRESS TO THE PRESIDENT AND CHAPTER MEMBERS DURING EACH CHAPTER MEETING. YOU ARE EXPECTED TO WORK COOPERATIVELY WITH YOUR FELLOW OFFICERS, MEMBERS, AND YOUR CHAPTER ADVISOR. IF YOU ARE WILLING TO ASSUME THESE RESPONSIBILITIES, PLEASE RAISE YOUR RIGHT HAND AND REPEAT AFTER ME. "I UNDERSTAND FULLY THE RESPONSIBILITIES OF THE OFFICE OF VICE-PRESIDENT AND HEREBY PROMISE TO ACCEPT AND FULFILL THESE RESPONSIBILITIES TO THE BEST OF MY ABILITY."
CONGRATULATIONS!

Starting a Local Chapter

SECRETARY

WILL _____ PLEASE COME FORWARD?
(Officer Name)

YOU _____ HAVE BEEN CHOSEN BY YOUR FELLOW
MEMBERS AS
(Officer Name)

SECRETARY OF _____ DECA. AS SECRETARY, YOU
ARE

(School Name)

RESPONSIBLE FOR THE RECORDS OF THIS ORGANIZATION AND THE
KEEPING OF ACCURATE MINUTES. YOU ARE ALSO RESPONSIBLE
FOR CONDUCTING ALL OFFICIAL CORRESPONDENCE RELATED TO
CHAPTER ACTIVITIES AND ACCOMPLISHMENTS; TO PROVIDE THE
PRESIDENT OR DESIGNATED SUBSTITUTE WITH A WRITTEN AGENDA
FOR EACH MEETING AND WITH A LIST OF COMMITTEES; AND, TO
WORK COOPERATIVELY WITH YOUR FELLOW OFFICERS, CHAPTER
MEMBERS, AND YOUR CHAPTER ADVISOR. IF YOU ARE WILLING TO
ACCEPT THESE RESPONSIBILITIES, PLEASE RAISE YOUR RIGHT HAND
AND REPEAT AFTER ME: "I UNDERSTAND FULLY THE
RESPONSIBILITIES OF THE OFFICE OF SECRETARY AND HEREBY
PROMISE TO ACCEPT AND FULFILL THESE RESPONSIBILITIES TO THE
BEST OF MY ABILITY."
CONGRATULATIONS!

Starting a Local Chapter

TREASURER

WILL _____ PLEASE COME FORWARD?
(Officer Name)

YOU _____ HAVE BEEN CHOSEN BY YOUR LOCAL CHAPTER
(Officer Name)

MEMBERS TO LEAD THIS ORGANIZATION FOR THE COMING YEAR. AS TREASURER, YOU ARE ENTRUSTED WITH THE ADMINISTRATIVE TASK OF KEEPING ALL FINANCIAL RECORDS NEAT AND CURRENT. YOU WILL DEVELOP AND COORDINATE, WITH THE ASSISTANCE OF THE MEMBERSHIP AND THE ADVISOR, APPROPRIATE FUND RAISING ACTIVITIES. IT IS YOUR RESPONSIBILITY TO ENCOURAGE THE MEMBERSHIP TO PAY DECA DUES AND TO ASSIST IN PREPARING AN ANNUAL STATEMENT OF RECEIPTS AND EXPENDITURES. IF YOU ARE WILLING TO ACCEPT THESE RESPONSIBILITIES, PLEASE RAISE YOUR RIGHT HAND AND REPEAT AFTER ME: "I UNDERSTAND FULLY THE RESPONSIBILITIES OF THE OFFICE OF TREASURER AND HEREBY PROMISE TO ACCEPT AND FULFILL THESE RESPONSIBILITIES TO THE BEST OF MY ABILITY."
CONGRATULATIONS!

Starting a Local Chapter

REPORTER

WILL _____ PLEASE COME FORWARD?
(Officer Name)

YOU _____ HAVE BEEN CHOSEN AS A REPORTER OF
(Officer Name)

_____ DECA BY YOUR FELLOW MEMBERS AND
ARE

(School Name)

RESPONSIBLE FOR DEVELOPING MEDIA LISTS FOR CHAPTER MAILINGS. IN ADDITION, YOU WILL PREPARE NEWS RELEASES AND ARTICLES FOR PUBLICATION IN SCHOOL AND LOCAL NEWSPAPERS. YOU SHOULD ACQUAINT LOCAL MEDIA PERSONNEL WITH THE AIMS AND PURPOSES OF OUR ORGANIZATION. THE MAINTENANCE OF ALL PUBLICITY RECORDS AND PROMOTIONAL EXHIBITS IS YOUR RESPONSIBILITY. YOU ARE EXPECTED TO WORK COOPERATIVELY WITH YOUR FELLOW OFFICERS, MEMBERS, AND YOUR CHAPTER ADVISOR. IF YOU ARE WILLING TO ASSUME THESE RESPONSIBILITIES, PLEASE RAISE YOUR RIGHT HAND AND REPEAT AFTER ME: "I UNDERSTAND FULLY THE RESPONSIBILITIES OF THE OFFICE OF REPORTER AND HEREBY PROMISE TO ACCEPT AND FULFILL THESE RESPONSIBILITIES TO THE BEST OF MY ABILITY." CONGRATULATIONS!

Membership Initiation

Early October is an excellent time for the initiation ceremony. This ceremony can be as elaborate or as simple as your resources and desires allow. It can be strictly a “members only” affair, or it may be held in the evening with parents and school officials attending. Whether small or large, it must be conducted with due solemnity and beauty. The ceremony may be conducted either on a stage or in the center of a room, with the audience around the outer edge.

The table at the President’s position should be draped with a white cloth and lighted candles placed at either end. If available, a stand-up DECA emblem may be placed at the center, or a DECA banner may be hung behind the table. A rostrum should be placed at each of the three remaining points of the diamond. The table in the center of the diamond should also be draped with a white cloth. It should contain at least one lighted candle with sufficient candles for the lighting ceremony arranged across the top.

The ceremonial team, those who will light the candles for the new members, stands in the center of the diamond. The new members stand outside the diamond. In two-year programs, the second year students may also stand with the ceremonial team and assist in the initiation. As a general rule, the ceremonial team is made up of the President, Vice-President, a past president, and perhaps the Chapter Advisor.

Parts may be read from scripts. However, the initiation ceremony will be more effective if parts are memorized. Where the initiation ceremony is large enough to warrant it, spotlights and background music are most effective.

The suggested script which follows may be helpful:

PRESIDENT: The _____ Chapter of DECA is now in session. The purpose of our meeting is to receive into our organization a number of new members. These candidates have been oriented to the goals and purposes of DECA. _____ will now report on the results of this orientation.

INSTALLING OFFICER: Mr./Ms. President, I am happy to report that all candidates have met the conditions for membership in our Chapter. I certify to you that each has satisfactorily completed all requirements for Chapter membership.

PRESIDENT: You are about to take an important step. Your qualifications have been examined, and you have been recommended for membership in our organization. This is an important occasion for you and for us and one which we shall remember always.

VICE-PRESIDENT: This organization exists because of the dedication of all of its members to its purposes. These purposes are three-fold:

To assist in the growth and development of DECA.

To further develop a respect for education in marketing and management which will further contribute to occupational competence.

Starting a Local Chapter

To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system.

These purposes determine the character of our Chapter activities. Through these activities – social, professional, and civic – we further develop the sense of friendship and unity which permits us to help and encourage one another in the pursuit of our common ideals.

PRESIDENT: In view of this statement of the purposes of DECA, will you accept the responsibilities and obligations of membership in our organization and receive the meaning of the symbols by which we express to each other our common purposes?

CANDIDATES: We will.

VICE-PRESIDENT: The basic design of our insignia is the diamond. This signifies value – the value which we feel we are bestowing through the field of marketing and management.

FIRST SPEAKER: The first point of the diamond represents vocational understanding. The Marketing (or Cooperative) Education graduate is prepared to take his/her place in the business world with a thorough understanding of the services which he/she is rendering and the opportunity for further development.

SECOND SPEAKER: The second point of the diamond represents civic consciousness. The Marketing (or Cooperative) Education student understands his/her obligations to the community and the need for making that community a better place in which to live.

Starting a Local Chapter

FIRST SPEAKER: The third represents social intelligence. The Marketing (or Cooperative) Education student has an opportunity to develop social graces through the many social events which the Chapter plans during the year.

SECOND SPEAKER: The fourth represents leadership development. The Marketing (or Cooperative) Education student has an opportunity to participate in many activities which teach him/her to assume responsibility both as a leader and a follower.

PRESIDENT: Vocational understanding, civic consciousness, social intelligence, leadership development – these four points symbolize a “job well done.”

VICE-PRESIDENT: The colors of this organization are blue and gold.

FIRST SPEAKER: Blue suggests sincerity. It suggests that we should be true to ourselves and, since it is the color of the heavens above us, it encourages us to reach upward.

SECOND SPEAKER: Gold suggests to us the crowning success which comes to those who live wisely and usefully. We are all seekers after success, not only because of the material wealth which it brings but because of the satisfaction which we derive from it. It is a good thing for a person to know that his/her work has been done well.

VICE-PRESIDENT: You have heard the explanation of our insignia. As members of DECA, you are expected to support the activities of our organization, to carry out the duties assigned to you, and by diligent attention to your work to qualify for

Starting a Local Chapter

leadership by meeting the high standards set in work experience, in school work, and in your character.

PRESIDENT: You are now prepared to take the vows of membership in our organization. As you repeat these vows, think of the meaning of the words you say and resolve to do your best to live by them. Please repeat after me:

CANDIDATES: “I solemnly pledge myself to carry out to the best of my ability all of the duties and responsibilities of membership in DECA. I fully accept the purposes of this organization, and promise to uphold its ideals in my personal life and in my business activities. I realize the importance of working cooperatively. I will so conduct myself that I shall reflect honor upon the organization, and I will at all times endeavor to maintain high standards of personal integrity.”

PRESIDENT: As a symbol of your induction into our organization, will you now please take your places in the diamond, where your fellow members will light your candles as a token of your acceptance (pause). I now declare you to be members of the _____ Chapter of DECA, with all the rights and privileges of membership. Let us repeat in unison the DECA creed.

Aligning DECA with the Curriculum

Up to this point you have been given information relevant to the purpose, organization, and management of DECA. Hopefully, you have been sold on the value of integrating this valuable tool into your curriculum. All that remains is to tell you *how* to begin this process of integration. To assist in getting started, a sample outline for a DECA instructional unit has been provided and will help in planning a comprehensive plan for integrating DECA into your marketing and cooperative education curriculum.

A listing of DECA activities and the instructional areas they are related to is included. It is recommended that you review the Missouri Curriculum in order to identify the specific competencies that can be addressed using DECA as an instructional tool.

Please keep in mind that the activities of a vocational student organization should be student-centered and student-directed. The activities will be most useful and beneficial if they are implemented by the members themselves.

Sample Instructional Outline

In order for students to maximize the value of their involvement in a DECA program of activities, it is important that they understand DECA's history, purpose, organization, and activities. The following instructional outline will assist advisors in planning DECA activities which correlate with instructional units throughout the year.

Integrating DECA Into the Curriculum – DECA Instructional Unit Outline

- I. DECA Knowledge/Orientation
 - A. National DECA
 - B. Missouri DECA
 - C. Local DECA
- II. Chapter Officers/Management Team
 - A. Characteristics of Effective Leaders
 - B. Election Procedures/Requirements
 - C. Roles/Responsibilities of Officers
 - D. Committee Structure
- III. Chapter Meetings
 - A. Parliamentary Procedure
 - B. Meeting Format and Agendas
 - C. Responsibilities of Officers, Members, and Committees
- IV. Program of Activities
 - A. Purpose/Importance
 - B. Guidelines for Developing P.O.A.
 - C. Developing the Chapter Budget
 - D. Evaluation of Activities
- V. Membership Initiation/Officer Installation
 - A. Purpose/Importance
 - B. Guide for a Chapter Installation
 - C. Format for Member Initiation

Starting a Local Chapter

VI. Leadership Training and Development

- A. Chapter Activities
- B. State Activities/Conferences
- C. National Activities/Conferences

VII. Competency-Based Competitive Events

- A. Purpose/Importance
- B. Series Events
- C. Written Events
- D. Chapter Events
- E. Participating Events

VIII. Sales Projects

- A. Purpose/Importance
- B. State-Approved Sales Project Guidelines
- C. Special Activities Guidelines

IX. Social Development Activities

- A. Purpose/Importance
- B. Activities Guidelines for Developing Social Etiquette

X. Civic Consciousness Activities

- A. Purpose/Importance
- B. Activities Guidelines

XI. Public Relations Activities

- A. Purpose/Importance
- B. DECA Dimensions Articles
- C. Writing News Releases
- D. National DECA Week
- E. Membership Recruitment
- F. Employer Appreciation Events

XII. Vocational Understanding Activities

- A. Purpose/Importance
- B. Activities Guidelines

Starting a Local Chapter

Activity

Related Instructional Areas

DECA Sales Projects

Selling, Communications, Human Relations

Membership Recruitment

Leadership, Communications, Human Relations, Management

Chapter Officers/Management Team

Leadership, Communications, Human Relations, Advertising/Promotion

Chapter Meetings

Leadership, Communications, Human Relations, Management

Program of Activities

Management, Leadership, Communications, Human Relations

Leadership and Career Development

Leadership, Human Relations, Communications

Membership Initiation/Officer Installation

Leadership, Management, Communication, Human Relations

Civic Consciousness

Human Relations, Communications, Economics, Marketing, Advertising/Promotion

Employer Orientation

Leadership, Management, Communication, Human Relations, Promotion

Employer Appreciation

Leadership, Promotion/Public Relations, Human Relations, Communications, Management

National DECA Week

Advertising/Promotion, Human Relations, Communications, Management

Financing a DECA Chapter

Where does the money come from?

Active organizations will plan and develop a program of activities that requires some expenditure of funds. Budgeting is a necessary organization activity. It is important that members understand the importance of planning and executing a program of activities which falls within the financial means of the organization. Assigning members the responsibility of estimating costs, projecting income, and allocating funds provides a valuable opportunity for student growth.

There are several choices for creating funds to conduct the chapter activities. Some chapters prefer, either from choice or because of local school policy, to pay local *dues* that will take care of chapter responsibilities. The amount of local dues paid by each member should be decided upon by the Chapter Advisor and the Chapter Officers and approved by a majority of the members. The dues should be within the school's policy for club dues and should not be so large that it would prevent a student from belonging to the organization. The local activities and the estimated cost should be presented to members in an effort to provide them with the benefits of membership.

Other chapters prefer to supplement their dues with funds that members earn through *state approved sales projects*. State approved sales projects benefit the local chapter as well as Missouri DECA, therefore it is critical that every member participate. Depending on the willingness, initiative, and perseverance of

Fundraising

—

each chapter member, the local chapter could make a sizable amount of money. These state approved sales projects make it possible for Missouri DECA to pay a portion of each participant's way to the State CDC. There is also partial funding for state winners participating at National CDC and for State Officers' travel expenses.

At times, *special activities* can be implemented to pay for events such as employer appreciation banquets, field trips, socials, etc. Special activities such as operating the school store, holding a car wash, and selling refreshments at a school function can be performed to raise money. State approved sales projects and special activities benefit the members in several ways: (1) they provide a practical method for selling experiences, (2) they provide for planning and conducting a sales-promotion event, (3) they provide funds to carry out a beneficial chapter program, and (4) they provide an avenue to promote the school's vocational education program. Regardless of the method used, it is the responsibility of each local chapter, and ultimately the chapter advisor, to develop and maintain a financial management system.

Missouri DECA State Approved Sales Projects

Missouri DECA members annually initiate a statewide sales project in which all members of the state association are encouraged to participate. The funds received from the sales project are used to carry out the local chapter's program of activities. Additionally, a variety of Missouri DECA's activities are funded through the royalties received from the state approved fund raising efforts. These activities include the State Career Development Conference, partial funding of state winners who will participate at the National Career Development Conference, scholarships, and funding for the State Officers' travel while serving the state association.

Each year the district Competitive Events Directors, District Advisors, and interested chapter advisors meet to evaluate product proposals by various fundraising companies. The companies that provide the best products and services are selected to serve as the state approved fundraising companies.

Participation benefits the local DECA chapter which keeps all the money earned. The state association receives a royalty directly from the company. The individual DECA member eligible to attend the State and National Career Development Conferences is also directly affected. The student's registration cost is reduced at the State CDC and partial funding to the National CDC is available to eligible winners.

—

Tying Sales Projects to the Curriculum

Sales projects, like all other DECA activities, should be integrated into the curriculum. Sales projects are of particular importance in a Marketing Education program because the curriculum focuses on sales, pricing, purchasing, inventory, and sales promotion. What better way to teach many of these concepts than through practical selling experiences? Sales projects benefit all DECA members by providing selling experiences, funds to complete the chapter program of activities, a means of promoting the program, and opportunities to plan and conduct sales promotion events.

A properly conducted sales project requires students to formulate a budget, secure administrative approval, be knowledgeable about their product or service, plan how the money will be used, set project dates, determine profit margins, set prices and maintain efficient records. Overall, many competencies can be taught or reinforced through a sales project. Every effort should be made to insure that earning and distributing money for the chapter is a learning experience for all involved. It should be made very clear to the members that raising money is not the major objective. It is more important to understand the mechanics of budgeting, sales promotion, money management, etc.

DECA as a Public Relations Tool for Your Program _____

What is Public Relations?

Public relations is the business of communicating positive messages about an individual or group to other groups (“target publics”). This section of the handbook will provide considerations for achieving this goal for your local DECA chapter.

Identifying the PR Client

The first step in the PR process is to identify and evaluate the individual, group, activity, or idea you want to promote. It is very important to know exactly who or what you are trying to promote. The focus of your promotional efforts is known as the ***PR Client***. Specifying and evaluating the PR client will make your PR program much more effective and help set PR goals and messages. Four basic PR client categories are *individuals, groups, activities, and ideas*.

Occasionally, one individual is the focus of the public relations activities. An example would be an individual candidate seeking the support of the voting delegates for a local, state, or national DECA office. In other cases, an individual is chosen and promoted to represent a group, an activity, or an idea. When this happens, the real “client” is not the individual, but what the individual is representing.

The most common PR client is a group. In Marketing and Cooperative Education, the group might be all the students in the program; it might be only the students involved in the internship portion of the program (slightly different); or it

DECA as a Public Relations Tool for Your

Program_____

might be those individuals who are in your DECA chapter possibly different from the first group).

Consider other groups that could be served as clients of PR efforts: the Vocational Education programs, teachers, guidance counselors, parents, administrators, business and industry, civic groups, the school, etc.

The second most common client is an activity or group of related activities. It is an acceptable PR practice to invent an activity in order to generate favorable publicity. Invented PR activities can range from very simple bake sales or more complex campaigns that may last for months. When fundraising is the focus of the activity, it is important to determine if the activity or the group receiving the funds is the client. It is always easier to promote one specific client, rather than two or more. When the activity itself is the client, you promote that activity. When activities are planned as part of a program promoting the individual, a group, or an idea, you promote the activity differently.

The most difficult client to work with is the idea. Promoting free enterprise is an example of the “idea as client” in PR. A voter registration drive, SADD campaign, and “Just Say No” project are examples. A person or a group is tangible -- you can see it, talk to it -- it has an existence in the world of our five senses. An idea is an abstract thing -- it exists in our minds, and is harder for others to grasp. Because you are faced with the added problem of making the idea “come alive” in the mind of your target publics, you must turn the abstract into the concrete. This requires creativity and imagination!

DECA as a Public Relations Tool for Your Program_____

Evaluating the PR Client

Once you have identified your PR client, you should evaluate the client from a PR standpoint. It is helpful to generate a list of at least a dozen positive statements about the client. If you are familiar with the client, a simple brainstorming session might produce a useful list. For areas that are less familiar, it would be important to interview appropriate individuals and investigate the topic prior to generating your list.

In addition to identifying positive statements about your client, it is important to uncover any negative attitudes that publics have about your client. Should any of these exist, it is important to address them in your PR plans. There are numerous examples in marketing of campaigns that have been disastrous because negative perceptions were not addressed (i.e. the Ford Edsel, cake mixes).

Identifying and evaluating your client is the first step in planning an effective PR program. Once you have narrowed your focus to one individual, group, activity, or idea, and have begun the job of creating the messages that will promote your client, you are ready to advance to the second step. This is to determine your **target publics** -- those to whom you want to deliver your messages.

Identifying and Evaluating Target Publics

Most ineffective PR programs result from not understanding the concept of the target public. Limited financial and human resources are wasted if you are not delivering your message to the right people.

DECA as a Public Relations Tool for Your Program_____

In identifying your target publics, determine whose opinion of your client matters. Most target publics fall into four broad categories: *individuals, small groups, large groups, and everyone*.

In some cases, the opinions of one person are important. That one person might be the principal, superintendent, mayor, key business leader, or congressional representative. A PR program with just one person as the target public is relatively easy to plan and implement.

The opinion of one or more small groups (approximately 30 individuals) is more typical. Examples are your local school board, town council, or DECA chapter. It is always important to consider developing positive attitudes among your own DECA membership. When your members see proof of their own value, they tend to feel better about themselves and their efforts, and work harder to achieve their goals.

Large groups are most often the key target public for a PR program. Typical large groups might include the sophomore class of your high school, all the students in your high school, all members of your local Chamber of Commerce, etc.

In rare instances, your PR client may be concerned about the opinions of everybody. For example, campaigns for health concerns may be targeted to everyone. However, PR is always more effective when the target publics are smaller and well-defined. Remember, even if *everyone* is your target public, the same message is not always effective for everybody.

DECA as a Public Relations Tool for Your Program_____

In creating the PR program for your client, brainstorm potential target publics in the categories of individuals, small groups, and large groups. You will not finalize this list until you have set your PR goals, picked your messages, and selected your media. However, you can start eliminating ideas that are obviously not realistic. Second, ask yourself how important the opinions of each of the remaining groups are to the client. Break the list down into three sub-categories: PRIMARY (those whose opinions are very important to the client); SECONDARY (those whose opinions are important but not crucial to the client); and OTHER (those whose opinions do not really matter much to the client at all). You will continue to adjust this list throughout the course of the PR process.

Selecting PR Messages, Goals, and Objectives

The ultimate goal of public relations is to create favorable action on the part of target publics toward the PR client. This goal is reached by transmitting favorable messages through appropriate media to the target publics. You cannot set your PR goals until you decide what your messages will be. PR objectives must be set after you determine both your messages and your goals.

In order to be effective, a PR program has one main message and some supporting messages. Following are examples of main messages for the four types of PR clients:

- Individual: “Elect Nancy Thompson for DECA President”
- Group: “Be on the Leading Edge. Join DECA”
- Activity: “Come to the Fantastic Festival of Lights on the Lake”
- Idea: “Be a Point of Light – Volunteer”

DECA as a Public Relations Tool for Your Program

Supporting PR messages act to emphasize the main message. These can be either direct or indirect; they can also be information messages or action messages. Direct PR messages tell the target public exactly what you want them to think. For example, “Nancy Thompson is the best candidate for DECA President.” Direct PR messages often look very much like your main message. Indirect PR messages allow the target public to draw its own conclusion. Instead of telling them what to think, you give them proof and let them draw their own conclusions. For example, “Nancy Thompson: Proven leadership track record and highest chapter producer” is an indirect message.

Most PR professionals prefer indirect messages because they know that target publics are more likely to accept conclusions they draw for themselves, rather than conclusions you spell out for them. You must consider the specific main message to be sent if you are to develop an effective indirect message.

Messages can be informational or action oriented. Information messages are based on the idea that if the public knows good things about your client, they will be likely to hold a favorable opinion of the client. The action message is based on the goal of getting people to do something. The most effective PR programs use simple messages. The simpler the message, the easier it is to communicate, repeat, and remember.

DECA as a Public Relations Tool for Your Program_____

Establishing the PR Goals

Once you have identified your target public and determined what they know about your client (both positives and negatives), you are ready to set your PR goals. The three basic PR goals follow:

1. To create favorable opinion (and perhaps action) in the minds of target publics where no opinion currently exists.
2. To maintain favorable opinion (and perhaps action) in the minds of target publics where favorable opinions now exist.
3. To change unfavorable opinions which now exist in the minds of target publics to favorable opinion (and perhaps action).

To determine which of the above goals you should select, ask representatives of your target publics a few questions based on your PR messages. This is an essential step in the PR process, and it can be done either formally or informally. Remember, never assume that you know what opinion your target public holds of the client. A formal inquiry could be based on a questionnaire administered to a small sample of each target public, either in person or on the telephone. An informal inquiry could involve a series of questions asked in an informal interview.

If your inquiry reveals that your target publics do not know much about your client, you would select “creating favorable opinion” as your goal. Creating public opinion involves using a lot of informational messages, different media, and repetition. It is not the most difficult of the three goals to accomplish, but it usually takes the most work.

DECA as a Public Relations Tool for Your Program_____

If you find that your target public already hold a positive opinion of your client, then you would select “maintaining favorable opinion” as your goal. This is the easiest of the three goals to attain and can be accomplished by sending positive messages through whatever media created the favorable opinions in the first place.

When faced with changing public opinion, it is important to discover **why** they feel that way before you try to develop a PR program to change the opinions. Interviews with selected members of the target public should reveal this. Negative opinions about a client exist for two main reasons:

1. There is something really wrong with the client or what the client does, and the target public knows it.
2. There is nothing wrong with the client or what the client does, but the target public believes there is something wrong.

If there is something wrong with the client, the only legitimate thing to do is get the client to change it, and then use the PR program to “educate” the target public about the change. If there is nothing wrong with the client, the PR program should rely heavily on indirect information messages about the client’s redeeming features, delivered as many different ways as possible. Third party endorsements and publicity are useful techniques. Changing negative opinions is the toughest of the three goals to accomplish and requires the most creative approach.

DECA as a Public Relations Tool for Your Program

Prior to establishing objectives, you should determine whether the focus of the strategy will be an active PR program or a passive PR program. In a passive approach, examine what the client does routinely, select those activities which you deem worthy of public notice, and build your PR messages and objectives around these routine activities. Often, clients are not even aware of their good deeds, and it takes “PR thinking” to identify and promote the good things they already do. An active PR program requires you do the same analysis as above, but you also create new events and activities. The sole purpose of this is to create new PR opportunities. If this is done well, it can add a great deal of fun and excitement to your PR program.

Setting PR Objectives

A goal is a general statement of what you want to accomplish. An objective is a specific statement of what you will accomplish. Effective people and PR programs create objectives that enable them to reach their goal.

Useful objectives always include three elements: they identify who will do the work, what the work is, and what the deadline will be. A PR objective should also include the target public to be involved.

Objectives can refer to *means* or to *ends*. A means objective describes a method you plan to use to create, maintain, or change the attitudes of a target public. An ends objective describes the changed attitude. When action is desired, an ends objective describes the action you want the target public to take.

DECA as a Public Relations Tool for Your Program

- Means PR objective: The ticket committee (people involved) will distribute 500 “Come to the Job Fair” flyers (what the work is) to Central High School students (target public) by January 15 (deadline).
- Ends PR objective: The PR committee (people involved) will get at least 200 Central High School students (target public) to attend the Job Fair (what the work is) on January 22 (deadline).

In summary, the main steps you will engage in are:

1. Create your main PR message
2. Select your supporting PR messages
3. Find out your target publics’ opinions about your main message
4. Establish your PR goal (create, maintain, or change opinion)
5. Set your end PR objective or objectives
6. Set your means objectives to reach your end objectives

Selecting PR Media

After you have selected your target publics, and your message, you must decide how you want to convey these messages. A medium (media as plural) is a carrier of a message. Selecting the carriers for your messages is called “media selection.” Before selecting the media to use in your PR program, you must answer three basic questions about the media.

- Will the medium reach my target public?
- Will the medium carry my PR message effectively?
- Can we afford to use the medium?

The following is a list of the types of media which fit into the broad categories of news media, miscellaneous media, and direct media. For more specific information on each of these areas, consult an advertising or public relations text.

DECA as a Public Relations Tool for Your Program_____

News Media: TV, Radio, Newspapers, Magazines

Miscellaneous Media: newsletters, posters, flyers, display windows, in-school announcements, etc.

Direct Media: individually addressed letters, speeches, group presentations, word-of-mouth campaigns, etc.

Planning the Public Relations Program

There are several key steps that any PR campaign must take in order to make sure it is successful. Once you know what you want to accomplish, you must organize people to carry out the PR program, organize the time for carrying out the tasks, coordinate the PR program schedule, plan special PR events, and get permission.

Organize People

Your organization chart can be developed using the objectives you created, as long as you included the people specific portion of the objective! You should identify a Program Chairperson to be responsible for the overall success of the program. Most of the work uses either volunteers or appointees - just be sure the individual is committed to the PR project. If you are planning an active PR program, you will need one or more committees to run the PR events you create, in addition to the committees who are actually publicizing the events. Be sure that you have adequate resources (people, time, funds) to actually do a good job at meeting your objectives. If you are overly ambitious, you may have a negative outcome rather than a positive one.

DECA as a Public Relations Tool for Your Program_____

Organize Time

Some PR programs can be planned, implemented, and evaluated in a month.

Others are an ongoing process. Realistically, it is a good idea to set a limit to your activities so that you can see the end result and gain satisfaction from your efforts.

Because each of your objectives is time specific (with a deadline), you can create a schedule or calendar which sequences the activities in which you will be involved.

Some people like to plan “backwards” from the objective by breaking it down into the smaller steps that must happen in order to accomplish it.

Coordinating the PR Program Schedule

The PR Program Chairperson is responsible for keeping committees and individuals on schedule as they seek to achieve their assigned objectives. Three specific practices will help the chairperson fulfill this responsibility.

1. Post the schedule, objectives, deadlines, and assignments in a prominent place in your classroom, so everyone can see who is expected to do what by when.
2. Meet with the committee chairpersons on a regular basis and ask them to report on their own progress. Keep all members of the group informed about how things are going.
3. Be flexible - the best plans may need to be changed. The best people can miss a deadline. The chairperson must be flexible when things do not work out as planned. Be ready to reschedule, reassign, or even drop an objective or two.

Planning Special PR Events

Special PR events have to fit the client - is it consistent with the image you want to convey? The success of a PR event often depends on the number of people who attend.

DECA as a Public Relations Tool for Your Program

When that is the case, schedule your PR activities so that they are close to the event itself. This creates maximum excitement and top-of-the-mind awareness. For example, if you are planning a fashion show, you could start your PR activities one month prior to the event. Activities could include a newspaper announcement in the first week, a follow-up story and some posters the second week, and another press release, public service announcements, new posters and flyers the third week. In order to create fresh and exciting special events, get ideas through brainstorming. If your group is not enthusiastic about an idea, don't do it. A special event that is supported by only a limited number of people is destined for failure.

Getting Permission

Whatever PR activities are planned, you must clear them with your client. This is especially true when you plan special PR events. Be sure your client approves of your idea before you invest a lot of work. Most schools have policies governing press releases and other things you would plan to do in a PR program. Even though your client may be outside the school system altogether, you still represent your school. Be sure you comply with all school policies, and have their permission to do what you plan to do.

Evaluating the PR Program

In all areas of life, it is important that we learn from our experiences. When things go well, we should try to determine the elements that made for success.

DECA as a Public Relations Tool for Your Program_____

When we have negative experiences, we should identify the factors that led to the situation so that we can avoid them in the future. In public relations activities, we should analyze the process we used to carry out the activity and decide how we could have done better and what we did to make things work well. If this important step is neglected, we truly have not completed the PR cycle. Evaluation can take place during the course of the PR program by answering these questions: Are our messages being sent? Are our messages being received? Are the opinions of our target publics changing in the direction we want them to change? The answers to these questions allow you to make alterations in your PR program before it is too late!

DECA as a Public Relations Tool for Your Program

Sample Letter to DECA Members Successful in Competitive Events

Date

Student Name

Chapter

Address

City, State, Zip

Dear (Student):

On behalf of the (Chapter or Leadership Group) of Missouri DECA, we would like to congratulate you on your exemplary performance in the (local, district, state, national) DECA competitive events program. Your level of dedication and hard work are apparent based on your recent accomplishment.

May this be one step in many more successes as a DECA member. We are very proud of your efforts.

Sincerely,

Name

Title

DECA as a Public Relations Tool for Your Program

Sample Postcard / Note to Underclassmen at End of Year

Date

Student Name

Chapter

Address

City, State, Zip

Dear (Student):

Thank you for your contributions to (chapter/district/state) DECA during this past year. It is our hope that you have had a great year and that you will make DECA an important part of your school activities next year.

Sincerely,

Name

(School/Organization) DECA Advisor

DECA as a Public Relations Tool for Your Program

Sample Postcard / Note to Graduating Seniors Who Plan to Major in Business in College

Date

Student Name

Address

City, State, Zip

Dear (Student):

Congratulations on your graduation! (Chapter) DECA would like to thank you for your contributions to our chapter this past year. We hope that DECA has been rewarding and that you will have many fond memories as a result of your membership. As you make plans for your college career, consider starting a Delta Epsilon Chi Chapter. This way you can continue to participate in DECA at the college level and benefit through the rest of your formal education!

Remember that (high school/AVTS) DECA chapter can always use your support!

Best wishes,

Name

(Chapter) DECA Advisor

DECA as a Public Relations Tool for Your Program

Sample Letter to Students Entering the Marketing and Cooperative Education Program

Date

Student Name

Address

City, State Zip

Dear (Student):

Summer is almost over and thoughts turn toward the coming school year. It is my understanding that you have enrolled in the Marketing Education program. As a result, you are eligible to become a member of the (School Name) DECA chapter, an international organization for Marketing students.

DECA is devoted to helping its members develop leadership skills by serving as chapter, state, and/or national officers; develop social skills by attending conferences and meeting DECA members from the (city) area as well as from across the state; broaden your awareness of careers available to you in the field of marketing and management; and develop a community spirit by planning activities to better your school and community.

This year, as a DECA member, you will have the opportunity to travel to conferences locally as well as destinations such as the (location for Fall Leadership & State Officer Election Conference), (location for Central Region Leadership Conference), (location for State Career Development Conference), and (location for National Career Development Conference). Our first local activity will be to elect chapter officers.

You are invited to attend a get-acquainted meeting on (Date) at (Time) in (Place). Some exciting activities are in the works for this school year (attach a chapter calendar of events to this letter). You can be a part of the team that makes the future plans for (chapter) DECA.

If you have any questions, feel free to call me at school (phone number) or stop by my room (room number). I am looking forward to meeting you and helping you to get involved in an exciting year at (School Name).

Sincerely,

Name

(School) DECA Advisor

DECA as a Public Relations Tool for Your Program_____

Sample Postcard / Note to Graduating Seniors Who Plan to Enter the Workforce

Date

Student Name

Address

City, State, Zip

Dear (Student):

Congratulations on your graduation! (Chapter) DECA would like to thank you for your contributions to our chapter this past year. We hope that DECA has been rewarding and that you will have many fond memories as a result of your membership. As you make plans for your career, consider becoming an alumni member of (chapter) DECA. That way your experiences can benefit future marketing students and you can continue to be a part of the organization.

Remember that (high school/AVTS) DECA chapter can always use your support!

Best wishes,

Name

(Chapter) DECA Advisor

DISTRICT FALL LEADERSHIP CONFERENCE

In September or early October, many districts host a one-day Fall Leadership Conference. At this conference, districts are encouraged to elect a District Vice-President who will serve as a part of the State Action Team. The district Vice-President will plan a district Program of Activities and assist with various local and state activities for that school year.

Since this conference is the student's first experience with DECA, a number of activities are offered to build leadership skills and develop social competencies. This conference can enlighten students to the many opportunities open to them as DECA members and motivate them to take an active role in their organization.

FALL LEADERSHIP AND STATE OFFICER ELECTION CONFERENCE

The Fall Leadership and State Officer Election Conference is held in the fall for the purpose of providing leadership building activities and electing a President, Vice-President, Secretary, and Reporter who will lead our association during the school year. Any DECA member meeting the criteria set forth by the state office is eligible to be a candidate. Each candidate is required to take a test, appear before a screening and nominating committee, prepare campaign materials, and give a campaign speech.

The four officers are elected by voting delegates who are designated DECA members from local chapters throughout Missouri. A chapter may send one voting delegate for every ten members to elect our State Officers. The four State Officers and the twelve District Vice-Presidents are known as our State Action Team.

Additionally, each DECA chapter is allocated a number of leadership academy delegates based on their membership from the previous year. These students are enrolled in the Leadership Academy on the second day of the conference and work to develop their professionalism, communications, leadership, and teambuilding skills.

STATE OFFICER LEADERSHIP TRAINING CONFERENCE

The District and State Officers meet for two days of intensive training in order to successfully assume their positions. The most important outcome of this conference is an individualized Program of Activities for each district and a state Program of Activities which promotes DECA in Missouri.

Through their exposure to speakers and their participation in discussions and leadership development activities, the officers learn how to inspire and motivate their peers. The officers leave the conference with a plan of action, a feeling of camaraderie with their fellow officers, and a sense of loyalty and dedication to our organization.

CENTRAL REGION LEADERSHIP CONFERENCE

The Central Region Leadership Conference (CRLC) is held in October or November of each year. This is a *regional* conference, and its participants are comprised of DECA members from the 13 State Associations within the region. This conference demonstrates the magnitude of DECA beyond the local level. Members get an understanding and appreciation of the DECA activities and events available to them in time to become actively involved. Meeting DECA members from many other states is an exciting and inspiring experience for students, and everybody has one thing in common—DECA. Shared goals, ideas, and experiences make it very easy and, certainly, fun to meet the other members in the Central Region.

Each year the CRLC is held in a different state within the region and generally lasts for three days. The host state organizes the entire conference, from early-morning training sessions to late-night dances.

DECA Conferences

DISTRICT CAREER DEVELOPMENT CONFERENCE

District conferences are held in the latter part of January or early February and typically last one full day. At these conferences, competitive events are held to determine the district's winners, who will compete at the state level. Attractive trophies or medallions are awarded to first, second, and third place winners. The number of district winners allowed to compete at the state conference is determined each year by the State Advisor, based upon the total DECA membership of the district. In addition, a district business meeting presided over by the District Vice-President is held at this conference. The purpose of the business meeting is to handle any pending district business and any new business that is necessary.

STATE CAREER DEVELOPMENT CONFERENCE

This three-day conference is the highlight of Missouri DECA's competitive activities for the year. Winners from each of Missouri's districts gather to compete for statewide recognition within their respective competitive event activity. Trophies are awarded to the highest winners, and medallions are awarded to the finalists.

DECA Conferences

Current State Officers and state winners from state-supported chapters receive some financial assistance from state DECA funds to participate in the national competitive events. The amount of money available to each National CDC participant is determined by the State Advisor, based on the amount of money earned from the state-approved sales project.

The Missouri Career Development Conference is one conference that is not easily forgotten by those who have attended!

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (CDC)

The five-day International CDC is the climax of the year's DECA activities. Held in late April or early May, this conference is one of the most exciting events in which a DECA member can participate. High School students from the 50 states, plus Canada, the Mariana Islands, Puerto Rico, the Virgin Islands, and Washington D.C. gather to share ideas that will improve DECA and strengthen the local, state, and national levels of the organization.

Competitive event participants work very hard to achieve national recognition. Finalists are awarded medallions, and first, second, and third place winners are awarded trophies. Many of the events also award cash or stock prizes.

When not competing, students participate in workshops and seminars presented by some of the country's most prestigious leaders in marketing and management. Tours, sightseeing, and shopping excursions are always part of the

DECA Conferences

International CDC, as students are provided with numerous opportunities to explore some of the city's outstanding places of interest.

Election of National Officers takes place at the ICDC, and campaigning takes on a feverish pitch, as entire State Associations and regions rally behind their chosen candidate. Election booths, meet-the-candidate sessions, and candidate interviews are just a few of the election activities in which you can participate. By becoming involved in the campaigning, it's easy and fun to meet other DECA members from this international organization.

During the course of any year, the International CDC is the one DECA activity that attracts more government, education, media, and business leader attention. It is encouraged that as many members as possible wear the DECA blazer when participating in a DECA conference. Blazers are mandatory for international competitive event participants and create a strong visible impact for our organization.

CONFERENCE ATTENDANCE CRITERIA

In order to be eligible to attend any state-approved conference, DECA members must meet these criteria:

1. Be an active member of DECA
2. Have the approval of his/her school administration
3. Have the approval of his/her Chapter Advisor
4. Have the approval of his/her parent (or guardian), unless he/she is 21 years of age or older
5. Submit a completed Missouri DECA Comprehensive Consent Form to his/her Chapter Advisor